

Growing in Lake Park

*Village of Lake Park
Economic Development Commission
Meeting
Meeting Minutes: Thursday, July
18, 2013*

Lake Park Community Center

*Attendees: Sandy Coughlin, Doug Lucas, Kendall Spence, and Sharon Williams
Absent: John Box
Guests: Margaret Phillips, Mark Phillips, James Ross, John Ross*

Call to order & Prayer

Sandy called the meeting to order at 6:36 pm and Doug offered a prayer.

Minutes, Announcements & Finance

The June meeting minutes were emailed to the EDC commissioners for review prior to presentation to Council June 11, 2013. Formally approved tonight, will be emailed to Mark for the .gov website.

June expenses paid were to reimburse Sandy for the publicity materials and thank you gift regarding the June workshop (58.99 and 40) and to reimburse Artha Assoc for the lunch (186.53). The 2012-2013 fiscal year remaining balance was \$285.52. Kendall presented a \$50 EDC Welcome New Business certificate to Mama's Mexican Café, and has one for Bellasera Bistro to deliver. The EDC has a \$5000 budget for 2013-14 budget.

Council Comment

The Unified Development Ordinance went into effect July 1 and will be a consideration with planned use changes henceforth for all the churches, schools and businesses in Lake Park.

New Business: Village Development Strategic Goals

A. Commercial Enhancements

James Ross presented the proposal commissioned by the EDC to illustrate public area design elements at the Town Center to create inviting changes to the barren hardscape. His illustration included **potted plants**, **moving the new benches** to back up against the buildings, replacing the grates with **ground level flowering plants**, basic changes that would not require major expense. James also suggested items (not illustrated) such as a **third tree** near Gray's Insurance, **tall greenery at the brick corners** and in the existing above-ground **corner planters** between Greyson Steele Photography and Total Tranquility Salon. Other discussion points included:

1. Necessary irrigation could be a combination of underground or clear surface lines that are embedded in current pavement seams; water is a maintenance expense.
2. Changes in the pavement hardscape, though more costly, would add visual interest. Suggestions included inserting more brick paver patterns, and replacing selected paving with grass sections or other green ground cover.

3. There has been past flowering plant loss in the corner planters, maintenance issue.
4. Curbside obstructions need to be avoided to allow for curbside parking access.
5. The current bench installations are not level and violate #4. When move, installation needs to include adjustment to the surface grade.
6. Above ground planters are not advised at curbs: they will be struck by car doors, block access to and from curbed vehicles, and require more water than ground level.
7. Placement of benches near the building is likely to require an easement arrangement with the building owners and the Village.
8. The new Unified Development Ordinance is in effect, so some changes may require Planning Board review or permits.

The EDC thanked James for providing a practical and appealing initial design. James will provide an efile of the design photos, and his phone (by email to Sandy) to enable further developing the plan in affordable phases. (The EDC will need James' invoice to pay for the hours to date).

B. Commissioner Term Expirations

Doug Lucas' second 3-year term expires August 13, 2013. Doug accepted the EDC invitation to be reappointed. Sandy will recommend him at the August 13 Council meeting.

Kendall Spence' third 2-year term as Lake Park Mayor and Sandy Coughlin's second 4-year term as Council member expire this year. Both filed as candidates in the November 6, 2013 election.

C. Union County Economic Development

Sandy attended the workshop that the Executive Director, R Christopher Plate presented to Wesley Chapel's town council in April. He led them through steps of identifying their perception of the town's accomplishments, 5-year goals, what they are known for, hindrances, top assets, what specific projects would accomplish the goals, where is highest growth potential and exudes enthusiasm. The EDC would welcome him to our September meeting as the sole agenda item.

Old Business:

- A. **Signage:** Doug has arranged for cleaning of the blade signs arrows, and has repainting scheduled this week.

B. mylakepark.com commercial website

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011											34	45
2012	57	42	31	11	17	59	25	30	21	28	14	13
2013	22	26	28	34	25	31						

Sharon noted that updates are needed. Sandy talked to Webmaster Don O'Brien recently and learned that health issues have delayed further initiatives on the site. Sandy will check with him

to determine whether he can agree to pursue it or what is involved with letting it go so the EDC can offer it to another developer.

C. Monthly Business Leader Meetings

1. **August Event:** Strategy Consultant, Jason Mink is scheduled for August 20 business lunch at noon in the Community Center Chamber Room. Kendall will confirm the room reservation for August and October. Sandy has received Cognition's data to send our printed invitation letters August 9. Food, set up and calling tasks will be settled at our August 15.
2. **October Event:** Sharon will check Babette Caudle's availability (fee, if any) for October 22.

D. Town Center Leasing Update

Sharon has met a prospective tenant; to be confirmed with John Box.

Communication & Events Calendar & Kiosk

Email or phone news items to Sandy before August 16 Villager deadline. The issue can be on www.lakeparknc.gov by the 8/21 and in homes by 8/27. Mark Phillips has received the updated Business Directory for www.lakeparknc.gov and expects to have it live soon.

Comment

Sharon reported on recent business promotion activities. Bringing a massage chair to a public event in Town Center Park paid off at the first attempt, June **Movie Night**, and added new clients. The **Girls Night Out** July 13 drew residents who had been unaware of the business and the event helped to build the client base for Regenesi Skin Studio and Total Tranquility. Other Lake Park businesses, churches and schools did not join in the July 13 event, though Town Center businesses were invited. Total Tranquility and Regenesi expect to schedule another night on their own again. The few non-Lake Park vendors who accepted invitation to promote their products June 13 have provided positive feedback. Perhaps some photos of the attendance (would Greyson Steel take?) could help spread the success to interest other Lake Park businesses who might relate to this promotion style.

Doug's dad is in poor health and prayers are welcome.

Next Meetings

Thursday, July 18, 2013

Thursday, August 15, 2013

at Community Center

at Community Center

Adjourned by consensus at 7:25 pm.